

**ABSTRACT OF THE DISCLOSURE**

A method and product for reducing reflected light glare into a human's eyes from the human's cheeks while simultaneously providing a non-verbal communication to others is provided, especially for use by participants in  
5 athletic contests. Underneath the human's eyes on the cheeks at a reflective location on the cheeks at which incident direct or indirect light is likely to be reflected into a human's eyes a non-toxic, non-reflective colored and finished material in the form of a predefined clearly demarcated geometric shape is applied. Within a week after the application (typically within less than a few  
10 hours after the athletic contest is over) the non-reflective material is removed. The non-reflective material may comprise eye black, applied using a stencil, or it may comprise a temporary tattoo or decal, applied in the conventional manner. The shape preferably is a sports apparel or equipment manufacturer's or distributor's logo and/or letters, or a team name, mascot or logo. The  
15 material is preferably black or dark colored, and any non-black or non-dark colored portions providing demarcation between elements of the shape comprises a dull or matte color having a wavelength of greater than about 650 nm and less than about 470 nm.